

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In Re: Patent Application of John Schlack et al.**

Conf. No.: 7793 : Group Art Unit: 2623  
Appln. No.: 09/998,979 : Examiner: Chowdhury, Sumaiya A.  
Filing Date: October 31, 2001 : Attorney Docket No.: T734-10  
Title: Profiling and Identification of Television Viewers

**APPLICANT'S COMMENTS ON STATEMENT OF REASONS FOR**

**ALLOWANCE UNDER 37 CFR 1.104(e)**

Responsive to the Examiner's Amendment and Statement of Reasons for Allowance, included with the Notice of Allowance dated March 15, 2007, and concurrent with payment of the Issue Fee in the above-identified patent application, please consider the following remarks: